



Pre-Conference Program



Evaluation in K-12 Online Learning

Virtual School Symposium 2011

Pre-Conference Wiki

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Definitions

- **What is program evaluation?**
 - Evaluation is the systematic assessment of the worth or merit of a program (Trochim, 2006*)
- **What is outcomes-based planning and evaluation?**
 - A systematic way to plan student-centered K-12 online programs, and measure whether they achieved their goals.
 - Goes beyond documenting what you did; allows you to measure what difference you made in student's lives

* www.socialresearchmethods.net/kb/intreval.htm

Why Do Evaluation?



Developmental

- To inform program development and beta testing

Formative

- To get feedback for improving the ongoing program
- To determine progress toward stated goals and standards

Summative

- To justify the program for stakeholders
- To make a value judgment about the merit or worth of a program

Why Be Outcomes-Based?

Planning

- Starting with your desired outcomes lets you plan your program around the changes you intend to make in student's lives
- Helps you decide if the program will contribute to the program's mission

Evaluation

- Clarifies what difference the program could or should make in students (or other participants)
- Allows you to decide what success will look like, and how to know if you have succeeded



Organizers & Presenters

- **Tom Clark**, TA Consulting
- **Elizabeth Oyer**, EvalSolutions
- **Ronda Eshleman & Mary Brabson**, Indiana Online Academy
- **Joe Cozart**, Georgia Virtual School /Georgia Dept. of Education
- **Liz Pape**, VHS Inc.



Agenda



8:00 am	Overview & Introductions
8:20 am	Presentation 1: Identifying Needs/Goals <i>Small groups: what do we want to know?</i>
9:20 am	Break
9:30 am	Presentation 2: Defining Outcomes <i>Small groups: measuring your success</i>
10:30 am	Break
10:40 am	Presentation 3: Conducting Evaluations <i>Small groups: your choice</i>
11:40 am	Open-ended discussion and wrapup

Small Group Work Session 1

- What do we want to know?
 - What are your program's **goals and objectives**?
 - What do you want to **evaluate**?



Handout:

A basic logic model for setting up an evaluation (Tom Clark, Elizabeth Oyer & Susan Lowes)

Small Group Work Session 2

- **How do we measure success?**
 - What questions would you ask, to decide if the program (activities & services) met goals/objectives?
 - What outcomes would you like to achieve? (*changes in knowledge, skills, attitudes, condition, status*)

Handouts: *Outcomes-based quality measures* (Liz Pape)



Small Group Work Session 3

- **Choose a table topic:**
 - Conducting internal evaluation activities
 - Finding an external evaluator
 - Facilitating an evaluation or accreditation team
 - Other topics that participants identify

Handouts:

- *Setting up an evaluation* (Tom Clark)



Thank You!



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